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In re Application of

Lockwood

Application Number

07/822115

Filed

1/24/86

Paper No.

9

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United States Patent Application Publication No. _____, page, _____ line _____.

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United States Patent [19]

Lockwood

[11] Patent Number: 5,309,355
[45] Date of Patent: May 3, 1994

[54] AUTOMATED SALES SYSTEM

[76] Inventor: Lawrence B. Lockwood, 5935 Folsom Dr., La Jolla, Calif. 92037

[21] Appl. No.: 116,654

[22] Filed: Sep. 3, 1993

Related U.S. Application Data

[63] Continuation of Ser. No. 396,283, Aug. 21, 1989, abandoned, which is a continuation-in-part of Ser. No. 152,973, Feb. 8, 1988, abandoned, which is a continuation-in-part of Ser. No. 822,115, Jan. 24, 1986, abandoned, which is a continuation-in-part of Ser. No. 613,525, May 24, 1984, Pat. No. 4,567,359.

[51] Int. Cl.⁵ G06F 15/20

[52] U.S. Cl. 364/401; 364/407; 235/381

[58] Field of Search 364/401, 407, 408; 358/86; 235/380, 379, 375, 381

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[57] ABSTRACT

An apparatus for composing individualized sales presentations created by various data sources from customer profiles managed by organizational hierarchy matrixes directed by multiple operating programs. The apparatus provides the means for synergistically creating and displaying customized presentations in a convenient manner for both the client and salesperson to achieve a more accurate, efficient and comprehensive marketing presentation. Organizational hierarchies of data sources are arranged so that an infinite number of sales presentation configurations can be created. Multiple microprograms automatically compose the sales presentations initiated by determinants received from client profiles stored on optical memory or smart cards, sales agent assessment of client profiles or centralized sales systems responsive to client profiles.

5 Claims, 6 Drawing Sheets

